

### REMARKS/ARGUMENTS

The non-final Office Action of July 16, 2003, has been carefully reviewed and these remarks are responsive thereto. Reconsideration and allowance of the instant application are respectfully requested. Claims 1-64 remain pending.

#### **Rejections under 35 U.S.C. § 103(a)**

Claims 1-64 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over *Jois* et al. (U.S. Patent No. 6,112,242, hereinafter referred to as *Jois*) in view of *Moore* et al. (U.S. Patent No. 6,330,575, hereinafter referred to as *Moore*). Applicant respectfully traverses this rejection.

Independent claims 1, 17, 23, and 39 each recite, among other features, “selecting a predetermined region of a web page layout.” Applicant’s invention is patentably distinguishable over the prior art because the combination of *Jois* and *Moore* neither teaches nor suggests this feature of Applicant’s claims 1, 17, 23, and 39. The Action alleges that Figure 5 and its description from column 5, line 60 to column 6, line 34 of *Jois* describes this feature of Applicant’s claims 1, 17, 23, and 39.

In *Jois*, a web page is formed by a server that includes a master template 500 that includes template tags 510, 511, and 512 for subprograms. (Col. 6, lines 16-21). The method for formation of a web page is described in the flow diagram in Figure 6 of *Jois*. Specifically, at step 640, “the master template is scanned for embedded program tags. At each program tag, its associated subprogram is executed.” (Col. 6, lines 63-65). As such, predetermined regions are not selected as each template is composed of predefined tag regions for insertion of other predefined data based upon an underlying program. Further, *Moore*, alone or in combination with *Jois*, fails to cure the deficiencies of *Jois*. Therefore, the combination of *Jois* and *Moore* fails to teach or suggest, “selecting a predetermined region of a web page layout,” as recited, among other features, in Applicant’s claims 1, 17, 23, and 39.

Independent claim 45 recites, among other features, “receiving a predetermined region selection signal indicative of a user interface selection device pointing at a selected predetermined region on the display.” Applicant’s invention is patentably distinguishable over

the prior art because the combination of *Jois* and *Moore* fails to teach or suggest this feature of Applicant's claim 45. *Jois* describes operation of a web page generator in Figure 6. In *Jois*, at best, the system will generate the predetermined web page based upon embedded program tags. (*Jois*, Figure 6, col. 6, lines 46-col. 7, line 34). Further, *Moore*, alone or in combination with *Jois*, fails to cure the deficiencies of *Jois*. Thus, the cited portion and any other portion of the combination of *Jois* and *Moore* fail to teach or suggest, "receiving a predetermined region selection signal indicative of a user interface selection device pointing to a selected predetermined region on the display," as recited, among other features, in Applicant's claim 45.

Applicant's claims 2-16 and 62-63, 18-22 and 64, 24-38, 40-44, and 46-61, which depend from claims 1, 17, 23, 39, and 45, respectively, are patentably distinct over the combination of *Jois* and *Moore* for at least the same reasons as their ultimate base claim and further in view of the novel features recited therein.

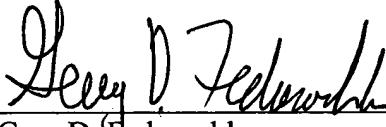
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**CONCLUSION**

Applicant respectfully submits that the instant application is in condition for allowance, and respectfully solicits prompt notification of the same. Should the Examiner find that a telephonic or personal interview would expedite passage to issue of the present application, the Examiner is encouraged to contact the undersigned attorney at the telephone number indicated below. No fee is believed due, however, if any fees are required or if an overpayment has been made the Commissioner is authorized to charge or credit Deposit Account No. 19-0733. Applicant looks forward to passage to issue of the present application at the earliest convenience of the Office.

Respectfully submitted,  
**BANNER & WITCOFF, LTD.**

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